

## MIRROR, MIRROR

### Men's Search for Beauty: a Big Business

BY AL MARTINEZ  
Times Staff Writer

The male search for beauty, born at the moment in antiquity when man first rubbed red clay on his chest, is expressing itself in bold new terms in the wake of the Peacock Revolution.

Motivated by a combination of factors — including, paradoxically, the women's liberation movement — men are beautifying themselves to a degree never imagined by Beau Brummel or even by the Edwardian mods of Carnaby Street.

Hair-sprayed, face-lifted, skin-tightened, heel-heightened, pantyhosed, wide-labeled, pink-leathered and flared, the American male threw off his all-purpose blue serge suit a decade ago and will probably never wear it again.

Nor, according to fashion and cosmetics experts, will he ever again be intimidated by the notion that beauty is a feminine prerogative assumed only by men of doubtful masculinity.

#### Billion-Dollar Business

The male concern for good looks has translated itself today into a multibillion-dollar business.

The size of the men's fashion industry alone has tripled in the last 15 years to a plateau of \$20 billion a year.

And the male cosmetics industry, euphemistically termed "grooming aids," has shot up in a decade from \$340 million to a billion dollars a year.

Its growth has been 50% greater than the female cosmetics industry in the same period of time.

But in broad terms, the masculine search for beauty goes beyond clothes and cosmetics. More men are turning to hair transplants, and there has been a surprising increase in the male use of plastic surgery to correct facial defects.

They are even invading charm schools to improve their postures, their "visual impact" and their manners.

"Face it," says one of America's spokesmen for the masculine image, "man is no longer confined to simply bringing home the bacon. He is the bacon."

#### Some Credit to Women's Lib

There is a generally held belief in the fashion and cosmetics field that at least part of the credit for men's new inclination to adorn rests in the turmoil of women's liberation.

They speculate that the movement, by giving women equal status in the job market, has forced men to compete as equals in the sex market.

A woman need no longer look at a male strictly as a bread-winner, since she has become capable of winning her own bread. She seeks from him what he has traditionally sought from her—sexuality and attractiveness.

"We observe with exquisite irony," a fashion expert says, "that in our era of shifting roles, it is the male who has become the object of sexual delight."

Being a sex object is indeed an essential element of the so-called Peacock Revolution, the trend toward more flamboyant male styles that began in the early 1960s.

Fashion, says the Encyclopedia  
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VICTORY HUG—Angela Davis gets a hug from Victoria Mercado, her constant companion during

her long trial, after jury declared Miss Davis innocent of murder, kidnap and conspiracy charges.

UPI Wirephoto

## Angela Davis Not Guilty, Jury Finds

### Militant Cleared on All 3 Counts After Only 13 Hours Deliberation

BY PHILIP HAGER  
Times Staff Writer

SAN JOSE—Angela Davis was found innocent Sunday of murder, kidnaping and conspiracy in the August, 1970, Marin Civic Center kidnap attempt in which a judge was killed by a shotgun blast and three of his abductors were fatally shot.

The verdict by the all-white jury climaxed a controversial and costly case—one of the longest criminal proceedings in California history—that drew worldwide attention.

"This is the happiest day of my life," Miss Davis announced after the verdict was read.

The verdict was returned with stunning swiftness at 12:33 p.m., after only 13 hours of deliberation over a period of three days by a jury of seven women and five men. 11 of them Anglo and one a Mexican-American.

As the verdict of "not guilty" on the first count — kidnaping — was read to a hushed and packed courtroom, the black 28-year-old avowed Communist bowed her head and began to cry. Three of the women jurors wiped tears from their eyes.

#### Supporters Cry Out

As the verdicts of "not guilty" were read on the two remaining counts—murder and conspiracy—the defendant's supporters, almost in unison, let out a loud shriek. Miss Davis turned, sobbing, and buried her head in the embrace of Mrs. Kendra Alexander, a close friend and defense investigator who sat next to her at the counsel table.

Miss Davis' mother, Mrs. Sallye Davis, who moments before the verdict had sat tensely clasping hands with her husband Frank, said afterwards: "For the last 22 months we've been living in a total nightmare. I'm so grateful the nightmare is finally over."

Later, Miss Davis encountered the jurors who had come to a pressroom here for a news conference. As they passed by, the defendant embraced and kissed each one. Several—including jury foreman Mrs. Mary M. Timothy—warmly returned the embrace.

Mrs. Timothy and the other jurors told reporters they would not comment on the evidence in the case or on how they reached their verdict because of the impending trial of convict Russell Magee, whose murder, kidnaping and conspiracy case, also stemming from the civic center shootout, was ordered tried separately from that of Miss Davis.

#### 'Discussion—No Arguments'

Asked how many ballots it took for the jury to reach its verdict, Mrs. Timothy, a 51-year-old medical research assistant at Stanford Medical Center and the wife of an attorney, replied: "There was no problem—it was unanimous. We talked for quite a while but it was just a discussion—no arguments."

Several of the others jurors, who seemed relaxed and almost jovial, nodded in agreement.

Miss Davis—surrounded by joyous friends and family members—told reporters: "I guess I'm just like everybody else today—speechless."

The tall, slender former UCLA philosophy instructor, who through months of courtroom proceedings rarely expressed emotion, was smiling and laughed often. But asked her views now on the American system of justice, she quickly turned serious.

"If you're trying to imply that I may have changed my opinion, you're wrong," she said. "The very fact that I was acquitted reveals not that I had a fair trial—because a fair

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## The Humphrey-McGovern Race: Personal Vitality vs. Method

### South Dakotan Puts Stress on Precision and Organization; Ex-Vice President Relies on Enthusiasm, Politics of Joy

BY RICHARD BERGHOLZ  
Times Political Writer

There were more than 9,000 cars jammed into the shopping-center parking lot in Concord on the warm Friday evening which started the Memorial Day weekend. Inside the modern enclosed shopping mall, it was wall-to-wall humanity, there to see and listen to Sen. George S. McGovern.

At precisely the same hour, 350 miles to the south, actor Lorne Greene was vamping through an extended warm-up speech, waiting for Sen. Hubert H. Humphrey to arrive at a rally at his Long Beach headquarters. About 100 were still there, but Humphrey was almost two hours late.

#### Turning Point Clearly Marked

Nothing more clearly marks the turning point of the battle between Humphrey, the 62-year-old political pro from Minnesota, and McGovern, the 49-year-old former history professor from South Dakota, for California's 27 Democratic presidential convention delegates at Tuesday's primary.

Concord, in Contra Costa County, is the epitome of California suburbia. The so-called "white flight" from Oakland and Berkeley and San Francisco has zoomed the Concord population above 85,000 in a few short years.

It is middle-class, Democratic in registration but with a marked tendency to vote Republican; Gov. Reagan carried it two years ago.

The fact that almost lily white suburbia, such as Concord, would

show up on a holiday weekend for McGovern was a tip-off that the senator was beginning to crack one of the major voting blocs he needed to win—in California's primary and in the party's nominating convention in Miami Beach next month.

More than that, it showed McGovern's campaign organization was strong enough and deep enough to turn out a crowd of healthy proportions when such a crowd was needed.

It also should be noted that McGovern, tired after another long day of campaigning, gave only a routine speech. However, a man who had brought his son to the rally and had stood patiently for two hours to hold his place up front, said he was not disappointed with the speech.

#### Can't Resist Talking to People

By contrast, Humphrey gave a typical rip-roaring political speech when he bounded into the Long Beach headquarters. He shouted and cajoled and recalled past political triumphs and his infectious enthusiasm spread through the faithful followers who quickly forgave him his tardiness. The reason Humphrey was late was the same reason he had been late for just about every political appearance in California: He is so full of energy and vitality that he simply cannot resist talking to or shaking hands with people wherever he finds them.

It becomes such a Humphrey trademark that, in the final stages of the California campaign, it seemed as though he felt he alone could turn the tide running against him if he could just shake one more hand, utter one more ringing phrase, shout one more greeting.

And there was no one on his staff who could pry him away from his endless quest, to move him on to the next stop, the next audience.

It has been a strange campaign. The two men, Humphrey and McGovern, are friends, socially and politically. They are ex-neighbors in

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## McGovern Agrees to Humphrey's Bid for Fourth Debate

BY RICHARD T. COOPER  
Times Staff Writer

Sens. Hubert H. Humphrey and George S. McGovern publicly agreed Sunday to have one more television debate before Tuesday's primary, but there were increasing indications it might not actually happen.

The proposal for a fourth debate today—limited to the two leading contenders—was made by Humphrey Sunday afternoon in a surprise move during what was supposed to have been the final confrontation.

McGovern, who later acknowledged he had been "completely surprised," accepted immediately.

"I think that's fine. We have some other commitments but I think we can work it out," he said.

There was increasing evidence by late Sunday night, however, that neither side was moving mountains to bring about the fourth faceoff.

Immediately after the taping session, McGovern said he had told aides to begin working on arrangements with Humphrey's staff. He said, however, he would not allow another debate to interfere with a previously scheduled trip to Albuquerque, N.M., today.

#### Return Scheduled at 10 P.M.

A timetable for the New Mexico trip, released by McGovern's staff several hours after the taping session, showed the South Dakota senator returning to Los Angeles at about 10 p.m.

Staff members noted privately that such a late return Monday would make it almost impossible for him to participate in another debate.

The aides also asserted that, "as of about 7:30 p.m. Sunday," the McGovern camp had not been contacted by Humphrey's staff to work out details.

"I think Humphrey just took a shot, hoping to see George stumble on television," one McGovern staff member said.

The proposal for the fourth debate was made on a program video taped here Sunday afternoon for broadcast later in the day. Others taking part included Los Angeles Mayor Sam Yorty, Rep. Shirley Chisholm (D-N.Y.), and a representative of Alabama Gov. Wallace, retired Gen. Taylor Hardin. Mrs. Chisholm's part was taped in New York.

Humphrey smiled broadly as he issued his unexpected challenge.

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## THE WEATHER

National Weather Service forecast: Night and morning low clouds and local fog near the coast, otherwise hazy sunshine today and Tuesday. High today and Tuesday, 85. High Sunday, 81; low, 65.

Complete weather information in Part 2, Page 4.

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## Thunderstorms Hit Mountains, Deserts; Humidity Plagues L.A.

BY DICK MAIN  
Times Staff Writer

Moist, tropical air unleashed thunderstorms in desert and mountain areas and spread a muggy atmospheric blanket over coastal sections of the Southland Sunday.

The National Weather Service forecast similar weather for today and Tuesday with slightly warmer temperatures in coastal valleys.

Temperatures in the Los Angeles Civic Center are expected to rise to 85 both today and Tuesday, the service said. Sunday's high was 81.

Relative humidity at the Civic Center ranged from a high of 61% to a low of 44%.

Widespread thundershowers with lightning and hail peppered mountain and desert sections. At Beaumont, rainfall totaled .53 of an inch. Lightning set off at least two fires in the Big Bear area, the U.S. Forest Service reported.

Rain was general throughout the

Antelope Valley. Several power failures in the Llano area were attributed to the storm.

Forecaster Frank Ernst said a low pressure system in the Baja California area—the second to develop in a week—was creating a "late summer-like" weather pattern with warm temperatures and scattered afternoon thundershowers in the mountains and deserts. A similar low a week ago set off a record heat wave for the date in the Southland.

Ernst said a drier, westerly flow of air is expected to develop by midweek, bringing cooler weather and morning cloudiness to the coastal basin.

An unofficial high of 112 degrees was recorded Sunday by the state Division of Forestry at Thousand Palms near Indio. The highest official reading for a U.S. Weather Service station was 106 degrees at Blythe.

## Hanoi Official Sees Offensive Lasting Through U.S. Election

BY MURRAY MARDER  
Exclusive to The Times from the Washington Post

PARIS—North Vietnam Politburo member Le Duc Tho claimed this weekend that in spite of "difficulties" caused by extraordinary American bombing and mining, his nation can keep the offensive rolling in South Vietnam through the November presidential election in the United States and beyond it, if necessary.

In the first appraisal of the war outlook by a major Hanoi strategist since President Nixon's summit conference in Moscow, Tho displayed great interest in what impact that meeting may have on the Vietnamese conflict.

In a four-hour interview, Tho gave the impression that Hanoi has received only preliminary information from the Soviet Union about the Moscow summit. However, Hanoi has now shifted away from portraying Mr. Nixon's trip to the Soviet Union as a "dark and despicable political-diplomatic attempt to under-

mine the solidarity of those who support the Vietnamese in their struggle against U.S. imperialist aggression." That language was used the day after the summit meeting opened in Moscow.

Tho said that Mr. Nixon's summit talks in Peking in February and in Moscow a week ago with North Vietnam's two major allies cannot resolve the Vietnam problem. He said "the Vietnam problem will be settled by us in Paris with the United States."

"Both China and the Soviet Union have reaffirmed their strong support for the struggle of the Vietnamese people just like before," he said.

Tho's official title is "special adviser" to the North Vietnamese delegation to the Paris talks on Vietnam, which last month passed their fourth, stalemated year. Actually he is in control of Hanoi's on-the-scene

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## My Lai Report Lists 43 Charges Against 2 Generals, Paper Says

NEW YORK (AP)—A secret Army report on the My Lai massacre accused two generals of 43 acts of misconduct or omission in connection with the first field investigations of the atrocity, the New York Times said Sunday.

The newspaper printed a story and nearly a full page of excerpts from the so-called "Peers Report," named after Lt. Gen. William R. Peers, who headed the four-month inquiry.

The New York Times said a complete copy of the still-classified report had been made available to it. Last year the newspaper published the secret Pentagon Papers about Vietnam.

The story about the "Peers Report" was under the byline of Seymour Hersh, who won a 1970 Pulitzer Prize for first reporting the My Lai slayings.

The newspaper said the Peers report cited Maj. Gen. Samuel W. Koster, then commander of the Ameri-

cal Division, for 27 acts of misconduct or omission. His chief deputy, Brig. Gen. George H. Young Jr., was accused of 16 acts.

The Army dropped criminal charges against both generals, but both were censured and Koster was demoted to brigadier general.

The newspaper said some details of the day-to-day activities of top officers of the Americal Division were reported during the courts-martial of Col. Oran K. Henderson, commander of the 11th Infantry Brigade, and 1st Lt. William L. Calley Jr., a platoon leader.

Henderson was acquitted of any wrongdoing. Calley was convicted of murdering at least 22 civilians and was sentenced to life imprisonment. His term later was reduced to 20 years and still is under review.

In their appearance before the Peers inquiry, both Koster and

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